

EXHIBIT B

Message

From: Xinyu Ye (Google Docs) [comments-noreply@docs.google.com]
Sent: 9/17/2020 3:34:48 AM
To: sganem@google.com
Subject: Firebase IID to A... - @sganem@google.com Hi Steve, These ...

Xinyu Ye mentioned you in a comment in the following document



Firebase IID to Analytics PWG Analysis (go/pwg-ga-iid)

Some of the examples of this joinability risks Create the ability to link app events collected by GA4F to GAIA ID even if end users turn off WAA and developers/customers disable Data Sharing. Break user expectations, MyActivity controls and transparency. Subpoena: Having to retrieve Android AdId data, app_instance_id data given a GAIA ID for users turning off WAA.



Xinyu Ye

New

@sganem@google.com

Hi Steve,

These are the best I can come up with to explain by short sentences.

Open

Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

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